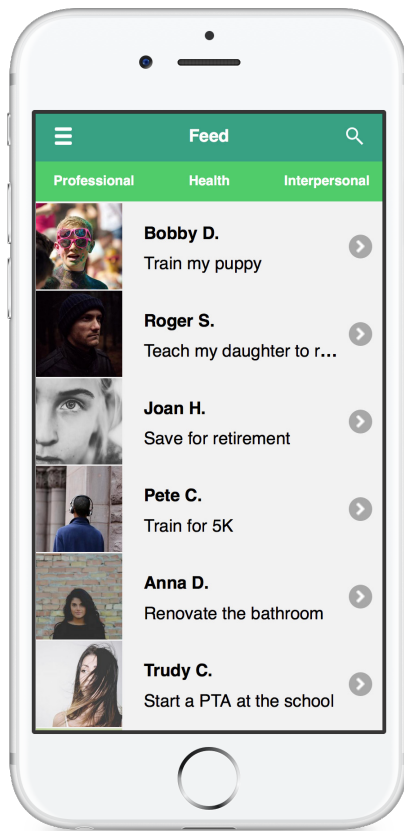


goallective

You're **smart**. Your goals should be **smart**, too.



----- Where would you start if... -----

You moved to a new city and felt lonely?

You had a great startup idea but didn't know how to find a business partner?

You were a new parent, and needed to navigate acquiring daycare for your child?

You were trying to overcome your seasonal depression?

Break your
goals into
smaller steps

Identify your
obstacles
and how to
overcome them

Find inspiration
in friends'
achievements

----- Our design process -----

1. Interviewed our target users
to discover their needs



3. Refined our product based on
feedback from potential users

2. Developed multiple prototypes

The Goallective team: Catherine Bousquet, Curren Iyer, and Alma Lafler
contact: catherinebousquet OR curreniyer OR alafler@college.harvard.edu

